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*Attorneys for Plaintiffs The Hershey  
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**UNITED STATES DISTRICT COURT  
DISTRICT OF NEW JERSEY**

|  |   |
|--|---|
| THE HERSHEY COMPANY and HERSHEY<br>CHOCOLATE & CONFECTIONERY<br>CORPORATION<br><br>Plaintiffs,<br><br>v.<br><br>PROMOTIONS IN MOTION, INC.<br><br>Defendant. | Civil Action No. 07-cv-1601 (SDW) (MCA) |
|--|---|

**NOTICE OF WITHDRAWAL OF COUNSEL**

PLEASE TAKE NOTICE that the appearance of Patricia Larson as counsel for plaintiffs The Hershey Company and Hershey Chocolate & Confectionary Corporation ("Hershey") is hereby withdrawn. The law firms of KAYE SCHOLER LLP and McCARTER & ENGLISH, LLP will continue to represent Hershey.

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August 17, 2010

**CERTIFICATE OF SERVICE**

I hereby certify that true and correct copies of the foregoing were caused to be served on August 17, 2010 upon the following individuals in the manner indicated:

**BY EMAIL AND ECF**

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